

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Whist, Cowboys, Fishin' just about ripe IN THE VALLEY OF THE MOON

Anyway, Moonbeams is not going to raise its ad rates even though prices are going up in almost every line. It's a vicious circle, and somebody's going to have to stop it. Wages get a hike, then prices of what the worker produces take a jump, and nobody's any better off. If the cycle keeps on going, in 10 years today's prices will have doubled.

Our rates for ads are open to public scrutiny. We get \$1 a week for a 2-line boldface advertisement. It's going to stay right there indefinitely. Maybe sometime the rates will have to go up, but certainly not now. So relax!

The parent who buys a boy a chemistry set usually pays through the nose. VALLEY WATCH REPAIR, Boyes. Graduation Gifts.

Memorial day is coming up—less than two weeks away. It's on a Thursday, which means that many a family will have one of the longer holidays. With the highways crammed to capacity, maybe it'd be a good idea to stay at home—have your vacation in your backyard. Or drive around locally and just see what the Hot Springs area has to offer the visiting tourist. It's quite a lot.

FRANK'S TRADING POST, Feters Springs. Best bargains in Sonoma County. Hdwe., Paints, Gen. Mdse. Surplus. Open Sundays.

We're of the opinion that closing of taverns and take-out emporiums on "minor" election days is all wrong. May 10 the establishments had to close from 7 a.m. to 7 p.m. May 17 they're again forced to close for a school trustee election, from 2 to 6 p.m., and on June 4 in the Flowery school district, they get it again on a proposed tax hike election.

'Way back there was some excuse for closing the bars on an election day. Votes could be bought for a drink or a dollar. Those days have passed, and it seems incongruous to close a tavern and not a market or a dress shop. It's a legal business.

RICE PUMP CO. Best in the West. P.O. Box 375, Sonoma. Pumps for Particular People at Popular Prices. Phone WE 8-2107.

Valley Watch Repair has been undergoing an enlarging and rearranging program, which makes it much more attractive, has sufficient room for a classy repair room for George Trueman, proprietor, and the front salesroom is wide and open and a pleasure in which to examine the many fine pieces of jewelry and allied lines. A small side room now houses the repair department, additional merchandise has been stocked, latest machinery installed, and a new showcase is in the offing.

PUREBRED PARAKEETS. See Jess Kimberlin, Agua Caliente, opp. Lloyd's Inn, on the highway.

El Verano Improvement club has slated a whist party for Thursday, May 23, at its new clubhouse across the road from Little Switzerland. Mrs. Milton Marino is general chairman. You're invited. Play starts at 8:30 p.m. sharp. Be there on time.

I wish to thank those who voted for me, Oden Romwall, for member of Sonoma Valley Union High School Board. Sincerely, ODEN.

Oscar Larson told club members last Thursday that earth dams at strategic spots along Sonoma river will be installed (some of them this year) to insure a running stream and conceivably allow for some boating. The flashboard dam at the Boyes park will be installed this weekend, and almost immediately thereafter the resulting lake will be stocked with catchable trout. The kids love the fishing and so do a lot of adults.

Memorial Day flowers, shrubs. Splendid stocks of everything. Potted plants. BANCROFT NURSERY, Sonoma. Phone in your order.

So the bond elections proved that local residents aren't going to vote more money for our schools, not now anyway. They're pretty well fed up with rising prices and heavy taxes, and if the propositions are submitted again in the foreseeable future, the result likely will be the same.

So the school trustees might well forget the whole thing. We've got some pretty good school plants right now, and let's start using them to capacity and forget any expansion.

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And there is considerable complaint on the separation of elections hereabouts. Why one election May 10, one on May 17 and another one coming up on June 4? With a little planning and cooperation between boards all these elections could have been held on one day. The extra funds paid out could be otherwise usefully expended. Maybe a unified school district—much to be desired and certain to come—will be the answer to the present loose management.

Just one other comment: In Long Island, they've been building in one district a new school every year for 10 years, at half the prevailing costs. How? They build them of wood, laminated roof trusses, the required fire walls of course, and they cost half as much as present construction; they've secured a lower fire insurance rate, and the resulting school plants are superior in many ways to the type of schools heretofore built. Why not investigate this new development?

And we'd suggest all school trustees get a copy of the March 1 issue of U. S. News and World Report. It tells in detail how many schools are now adopting the 12-month use program, at a great saving to the school district taxpayers.

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. Grocery Dept. Emergency road service. WE 8-5811 days. 8-3098 nights.

There seem to be more dogs sunning themselves on the El Verano highways than any place in the world. It's kinda funny at first, but soon becomes a little annoying to have to dodge the sleeping canines. El Verano club is somewhat wrought up about the problem, which also includes dogs running wild at night, when state laws say they must be confined during the dark hours. Look for some action in El Verano, and maybe some in other Valley communities.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hwy.

Our poor radishes! They're up of course, but something is eating off all the leaves. If we get one good radish from our 15 cents' worth of seed we'll be lucky. (The carrots never came up.)

BOYES SPRINGS FOOD CENTER. Summer weather calls for lighter foods. We've got 'em. Quality, plus low prices. Take-outs.

The football coach accompanied the fullback to the dean's office to try to help him pass a test. The dean gave him test after test, to no avail, and finally in desperation asked: "How much is 6 and 6?"

"Thirteen," said the fullback.

"Aw, let him pass, dean," pleaded the coach. "He only missed it by two."

TOWN HOUSE SUPPER CLUB, Glen Ellen. New. Luxurious. The finest dinners, drinkables. Music weekends. Exotic! The Amantes.

BROADWAY CAFE, Sonoma. Pop Medros your host. It's a friendly place. Take-out license, too. Drop in and let's get acquainted.

Lion Al Oerding sent the local club a make-up card from Acapulco, Mexico. He attended a meeting there April 30. The card is printed part English, part Spanish. He's listed as a "Leon Visitante."

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

MIKE & ROSE'S BOYES SPRINGS STORE. Finest meats in the whole valley, with real bargains last three days each week.

We'd suggest a visit to Frank's Trading Post on the hiway in Fetters Springs, where Crouse used to operate. Frank's full name includes Bartolino. He previously operated a store in Santa Cruz, and was widely known as "Honest Frank." He's open now, even on Sundays, and sells merchandise at unbelievably low prices. He specializes in bankrupt stocks, fire sales, closeouts, manufacturers' surplus outlets. And you'll like him!

EL DORADO HOTEL, Sonoma. Italian meals at their finest. American dinners too. Old West atmosphere. Cocktail bar. Try us.

BOYES SPRINGS BATH HOUSE—Now open, bigger and better. Two restaurants, casino, beautiful cool and hot mineral pools.

And there's Jess Kimberlin. He is sightless, but getting along. Lives in Agua Caliente, across from Lloyd's inn, and is getting a real reputation for his parakeets. Has a big stock of purebred "lovebirds" and why don't you stop by and at least look at them? Maybe take a pair home.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Two dowagers met in Paris by accident and impressing each other with their knowledge of French, liberally sprinkled French words throughout their sentences. In the course of the conversation one remarked to the other, "You know, my dear, I've been here a week and I haven't been to the Louvre yet."

"I wouldn't worry, Melba," replied the other; "it may just be the change in water."

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

DENNY'S COG CLUB, Boyes. Sportsmen's headquarters. A most congenial atmosphere, with finest in mixed drinks. Drop in.

Valley roses seem better than anywhere else. Experts tell us this is the perfect climate for roses, and it looks like they're right. Mighty

prtty when you see long stretches of blooms along a fence. Maybe in time we could become a "Rose City."

BAKER'S DRIVE-IN, Boyes. Formerly Merry's. Open 24 hours a day. Short orders. Hamburgers. Chicken. Crab Louie. Super coffee.

PAUL'S OLD RANCHERO, Verano. Superb Italian and American dinners. Cocktails. For the family or large groups. Paul at organ.

We have no recommendations as to candidates for school board trustees. Look over their claims and vote your convictions. Probably we should look for those who are economy minded. And on the high school board, let's put in those members who are "for" the Valley, for a junior high school, for a unified school district. Can't go wrong that way.

YELL'S ACRES NURSERY, Glen Ellen. Getting about that time to get your Dahlias in. Wonderful selection here. Priced low.

PLAZA LIQUORS (next to new bank, Sonoma). Extensive variety, hard and soft drinks. Hors d'ouvres. Snacks. Pizzas. Everything!

Cowboy "Chuck" Ryan and his gang will be at Paul's Old Ranchero starting Saturday night, May 25, and every Saturday thereafter. He's a real star from the Hollywood district, has appeared in about 1000 motion pictures, and their act is said to be a whiz. The small admission charge on Saturday nights will also help a Valley group, the El Verano Improvement club, which will man the sales booths and collect 10 per cent of all the take. It might be a mighty entertaining Saturday night if you come over.

RICHFIELD SERVICE, Boyes Springs. Main corner. Bud Delaney, Proprietor. Tires, Tubes, Batteries. Fast, efficient service. **DONOVAN'S IRISH INN, opp. Bathhouse.** 6 a.m. to 8 p.m. Breakfast, Lunch, Dinner. Baked Ham, Corned Beef dinners Saturdays. Beer and Wine.

Haven't yet found exactly the difference between Verano and El Verano. El Verano is said to mean it's a "little" Verano, and maybe that's the answer.

Anyway, Verano seems to be the area which includes Rozario's Palms Inn, Paul's Old Ranchero, Sonoma Grove, and a few other related spots. It's "this" side of the river.

You'll find mighty good entertainment and mighty good food in this small section of the Valley of the Moon. Good place to take your out-of-town guests.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige. **SLEEPING ROOMS** in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553.

May 10, for the average American, was the theoretical "last day of bondage" as far as 1957 taxes are concerned. What you earned up to that time will just about cover your tax bill for the year.

What this means is that taxes in the United States currently are

all that we earned during the first 130 calendar days is needed to support our own governments—local, state and federal.

What about next year? Will the "last day of bondage" come earlier in the year—or later?

It's up to you. Are you ready to say, "I'll take less from government—if government will take less from me?"—Sebewaing (Mich.) Blade.

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

OUR RESORT, El Verano. Harvey and Melina to serve you the finest mixed drinks. Home of draft beer and the Stein Club.

Maybe we shouldn't mention it, but Moonbeams was consistently opposed, and said so, to the late lamented high school bond issue. Perhaps we didn't kill it, but again, quite likely we did have some influence. But the larger local newspapers went all out in the effort to put the bond issues over. (Could be Moonbeams is closer to the common people.)

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families since 1952. WE 8-3357.

Just itching to get out in the warm sun and acquire a suntan?

Well, take it easy or you may be itching because of a painful sunburn. Over-exposure also can lead to chills, fever and even death.

Health department technicians say sunbathers can acquire a deep tan without itch or blister if they will observe these four points:

1. First Day. Fifteen minutes is long enough for the first sunbath. After that, the length of exposure can be increased 15 minutes each day. People with fair skins are more sensitive to sunlight than are brunets and may have to limit themselves to 10-minute increases. Infants and young children are extra sensitive and should start with 5-minute sunbaths.

2. Time of Day. The noonday sun is hotter than the afternoon sun. For this reason, start your sunbathing in the late afternoon. Also remember that the sun can cause severe burns even on hazy days, especially if the sun's rays are reflected by water or sand.

3. **Suntan Preparations.** Oils, creams and lotions are available for decreasing sunburn while at the same time increasing suntan. At the start of the season, however, they cannot substitute for a well regulated schedule of exposure.

4. **Be Comfortable.** Wear sunglasses to protect the eyes. Don't overexert and don't become overheated. Also, if you have any question that you are one of the few persons harmed by sunbathing, consult your physician.

ROZARIO'S PALMS INN, Verano. "Home of the Lions." Splendid cuisine. Cocktail room. The Valley's favorite gathering place. **JIM'S MEATS, Boyes Springs Food Center.** Highest quality always, and cut as you like it. Rather wonderful delicatessen, too.

The teacher had asked the class to list, in their opinion, the nine greatest Americans. After a while, she stopped at one desk and asked, "Have you finished your list yet, Bobby?" "Not yet," he replied. "I can't decide on the shortstop."

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf. **BATES & EVANS, Funeral Directors.** 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. **Webster 8-2686.**

Don't know where this one came from, but it's oh, so true.

"Everything is farther than it used to be. Downtown is farther, for instance, and they've added a slight upgrade all the way.

"Staircases are steeper than in the old days, and they're using smaller print. Newspapers are farther and farther away when I hold them, and when people read them aloud, they speak in lower voices than they used to.

"The barber doesn't hold the mirror behind me anymore so I can see the back of my head. And suits have changed—they are tight around the waist and in the seat. Shoe laces are so short they're all but impossible to reach.

"Even people are changing. They are so much younger than they used to be. Why, the cops downtown are real young. The only people who are older are the ones my age.

"I ran into an old classmate the other day, and he'd aged so, he didn't recognize me. I was thinking about the poor guy while I was shaving this morning.

"I glanced at my own reflection in the mirror, and confound it, they don't even use the same kind of glass in mirrors anymore."

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

WALTER GRUNERT AUTO UPHOLSTERY, Feters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

A tourist traveling through the drought country got into conversation with an old settler and his son at a filling station.

"Looks as if we might have some rain," said the tourist.

"Well, I hope so," replied the native. "Not so much for myself as for my boy here. I've seen it rain."

SONOMA GROVE, Hiway 12 south of Boyes. Wonderful steak, poultry, roast, seafood dinners. Italian food a specialty. Cocktails. **GLEN ELLEN LIQUOR STORE**. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

"Pop," said the youngster, "here's my report card, and it's bad again. What's the matter with me anyway—heredity or environment?"

B & L LAUNDROMAT, Feters. Nice days now. Bring your laundry here—skip the tedious job at home. Wash, dry, iron. Low cost. **ELECTRONIC DRIVE-IN**—TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

A PROGRAM FOR THE SPRINGS AREA

A suitable name for the area, preliminary to incorporation as a city. Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

A bridge across Sonoma river, connecting Craig and Thompson. Roadside turnout parks (we're 20 years behind) thruout the Valley. Complete citywide paving, curbing, and sidewalks.

A bank of our own.

A name for Highway 12 suitable for our new city.

Traffic and parking control in the entire area.

Better street lighting.

A local chamber of commerce, devoted to Springs area promotion.

Procuring of rural delivery and carrier service, from Boyes postoffice.

More facilities, use, and suitable names for local Recreation District parks.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

MENDEL'S CAFE, Boyes Plaza. Splendid menu, including Spanish delicacies. Bring your out-of-town guests here. Cocktail bar.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.